

# WHAT IS THE REAL COST OF GRIME?



**It's time to Clean Up  
Your Act...It's time for**

**ican**  
the *intelligent* can



"For every ISO code that you can bring it [oil contamination] down, you've increased the life of the components in the system by at least 40%"

Larry Czernik, Senior Development Engineer  
Maintenance Products and Svcs. Group, Caterpillar

"It is often said that the cost of excluding a gram of dirt is only about 10 percent of what it will cost you once you let it enter the oil."

Jim Fitch, Noria Corporation

"With managerial support for training, improvements in storage and handling, and continuous improvements in lubrication procedures and practices...lubrication improvements can deliver strong financial rewards for relatively few dollars invested."

Ed Bohn  
Plant Lubrication Specialist  
General Motors

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